Silkwinds is the multi-award-winning inflight magazine of SilkAir, the leading regional carrier of Singapore Airlines. Every month, the in-depth original travel stories, personality profiles and stunning photography bring the network to life for our huge audience of premium travellers.
The Magazine

Be it temple-hopping in Yogyakarta or hiking in the hills outside Hanoi, SilkAir’s reimagined inflight magazine, Silkwinds, is all about getting up close and personal with some of the world’s most captivating destinations.

ABOUT SILKWINDS

Frequency monthly
Readership 400,000 per month
Language: English/Chinese
Distribution: In every seat pocket of all SilkAir flights, flipbook format on ink-live.com and within SingaporeAir mobile app e-Library.

The magazine prides itself on celebrating the eclectic and exciting nature of the SilkAir network by digging deeper into the historical, geographical and cultural aspects of the region. In short, we bring readers fascinating stories and captivating imagery they simply can’t find elsewhere. Whether it’s exploring rustic locales off the beaten track in Indonesia and Australia, or discovering new facets of modern cities in India and beyond, our narratives are all deeply rooted in local culture and history, as well as very much informed by contemporary regional trends. The magazine seeks to inspire readers to seek out new experiences and create their own stories to tell.
About SilkAir

A Singapore-based full-service airline, SilkAir currently flies to 39 destinations across 14 countries and is the regional wing of Singapore Airlines.

AWARDS & ACCOLADES

2018
• APEX Official Airline Ratings 2019, Five star rating
• Four Star Major Regional Airlines Award, Airline Passenger Experience Association (APEX)

2017
• Top 10 Airline for Best Cabin Service Worldwide; Smart TravelAsia
• International Airline of the Year, Business Deepika Awards

2016
• Travel Hall of Fame (Best Regional Airline, 10th Consecutive Year), TTG Asia
• Regional Airline of the Year, airlineratings.com
The Audience

72% Between the ages of 31-50

56% Visited a featured website after reading the magazine

57% Visited a featured store, bought an item/service, stayed at a featured hotel as a result of reading Silkwinds

75% Fly SilkAir for leisure trips

25% Fly SilkAir for business trips

70% Planned their next travel destination based on a recommendation in Silkwinds

ANNUAL INCOME

- 21% ➞ $240,001
- 17% ➞ $120,001–$170,000
- 15% ➞ $170,001–$240,000
- 21% ➞ $100,001–$120,000
Our Clients

“Featuring our advertising in Silkwinds provides an opportunity for us to convey our product updates and re-position to one of our key markets – Singapore, but also supports us in our endeavour to become more recognised in the larger South Asia region.”

Four Seasons Resort Langkawi

“Thank you Silkwinds magazine! Advertising in the magazine has brought us a lot of new guests from various regions. Could not fault the service of your staff. They are friendly and helpful.”

Padma Resort Legian & Padma Resort Ubud

“Thank you Silkwinds! The positive response that we have received from our advertisements in your magazine is great. The service of your staff is excellent, accommodating and reliable. The content is very interesting and informative. Keep up the good work! We are looking forward to having a chance to cooperate in future again!”

Ayada Resort, Maldives

“Silkwinds magazine is one of the most reliable channels for marketing to audiences! We truly appreciate your hard work and excellent service. Pullman Danang Beach Resort is looking forward to Silkwinds magazine’s continued success.”

Pullman Danang Beach Resort

TEAM LEADER Lynn Ashlee Cheng | +65 3165 4106 | lynn.ashlee@ink-global.com

THE HIGHEST INCOME FREQUENT TRAVELLERS IN ASIA

we are travel mediaink
Why Travel Media?

Passenger numbers are growing every year by 3-5%. Travellers are 50% more engaged reading inflight than when on the ground. 74% of passengers will double in the next 20 years.

- Travel media has the most affluent readership in the world.
- Inflight media is always inspiring and positive.
- Travel media reaches real people without any digital distraction.
- Ink is the largest travel media company in the world with award-winning content.

Sources: Global Passenger Survey / GfK / TGI / Higher Level 2016 / SITA

TEAM LEADER: Lynn Ashlee Cheng | +65 3165 4106 | lynn.ashlee@ink-global.com
Creative Solutions

THE GREAT ESCAPE

For urbanites looking for a reprieve from the daily grind, here are some of the best hotels and resorts across the SilkAir network.

Chula Number 6

OVERVIEW
Located across the street from the historic Wat Chet Yot temple, this wellness retreat is serenity personified. Take a refreshing dip in the hotel’s infinity pool, while new restaurants and Wellness spa is ready. If the experience seems too glamorous, just sit and take the limitless views of the temple.

WHAT’S UNIQUE
Not only is the temple view in front of the hotel, but it also offers serene views of the temple and the surrounding area.

The Island Hideout

OVERVIEW
This spot is the most recommended for families, with fitness areas, a kids’ pool, and a children’s club. The hotel offers various activities such as yoga and meditation.

WHAT’S UNIQUE
There is a beautiful beach that you can access by a short walk. Enjoy the sound of the waves and take a stroll along the beach.

SPECIAL FEATURE

Supplements & Special Sections

We can execute sponsored supplements, inserted into the magazine, or special features sponsored by an advertiser, with specific themes such as golf resorts, shopping promotions, food & drink and others.

Ads & Advertisorials

We can design and redesign ads to ensure consistent brand recognition, as well as execute editorial-style stories promoting specific services, venues and destinations to our discerning readers.

Other

Speak to us about designing a bespoke series of creative solutions suited to your services and goals.
Advertising Rates

MAGAZINE FULL PAGE SIZE
FULL PAGE TRIM: 260mm(H) x 190mm(W)
DOUBLE PAGE TRIM: 260mm(H) x 380mm(W)

MAGAZINE RATE CARD

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PUBLICATION DATE

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ADVERTORIAL DATE

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* Bound-in insert and supplement pricing available on request